

Presentation Script

TITLE

UNIVERSITY LIBRARY

IUPUI is an urban university with 19 schools and academic units from both Indiana University and Purdue University enrolling more than 30,000 students. IUPUI University Library provides services to the faculty, staff and students of all IUPUI schools except the law, medicine and dentistry schools, which have their own libraries. The Herron School of Art also has its own library providing access to its collection and instruction services, but services such as ILL are provided by UL and budgeting for the library runs through UL.

The project I'm talking about today relates to the School of Science, which includes the departments of biology, chemistry & chemical biology, computer & information science, earth sciences, mathematical sciences, physics, and psychology as well as programs in forensic & investigative sciences and neuroscience. 217 faculty

BROKEN PIGGY BANK

"Science Serials Conversion Project"

Due to inflation of costs paired with tightening materials budget, the library approached the school of science with a recommendation to "convert" some SoS subscriptions to a purchase on demand model.

Goal to convert \$200-\$250K, much of which would be used to cover inflation on other science journals

SPREADSHEET

270 subscriptions were identified for potential conversion to document delivery and included in this colorful spreadsheet by the Science Team Leader. For each title, the cost of obtaining the articles used in 2013 (the cost of the subscription) was compared with the cost of obtaining the same articles via an unmediated pay-per-view service. Titles generating the greatest potential savings through conversion were recommended.

Subscription cost

Subscription use

Subscription cost per use

Cost to cover use through article purchase – used an average figure of \$30/article based on cost of articles through GIN

Based on analysis, recommended 78 titles for cancellation – titles that provided greatest savings through direct article purchase

PYRAMID

Tier 1 (\$200K)

45 recommended

35 cancelled

Tier 2 (\$230K)

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16 recommended

11 cancelled

Tier 3 (\$250K)

17 recommended

9 cancelled

17 additional titles chosen by SoS faculty

These three tiers also correspond to when additional conversions will be required. 200 = many more for 2017; conversion delayed to 2018; fewer titles in 2018.

STACKS

TOTAL = 72 titles

\$179,753.55

These titles were cancelled beginning January 2015.

And now the question is, what did we “convert” these subscriptions to?

THE

Trade-off for cancellations

THE WHAT

IUPUI University Library piloted an Articles on Demand service using CCC's “Get It Now” service in order to provide School of Science faculty with timely access to journal titles from Elsevier, Springer, Wiley and a number of other publishers.

The service allows faculty to order and receive copies of journal articles not available in the library's print or electronic collections without library staff intervention. University Library will absorb the cost of the copies, which ranges from approximately \$19 to \$50.

In the pilot phase, Get It Now was available to School of Science Faculty only.

NOTIFYING FACULTY

Created documentation to be sent out via School of Science Dean

Regularly updated documentation with changes; in response to FAQ

THE HOW

Link resolver page – Phase 1

During the 1st phase of the pilot, we had to use a work around because our original implementation deadline didn't work with Serials Solutions development schedule. This meant the pilot link appeared on all article link resolver pages. This made for some unfortunate errors and impacted the second phase of implementation.

THE HOW

Link resolver page

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Once SS implemented the required changes, we had control over which titles were activated in the service. We activated the titles cancelled that were available as well as the titles from which faculty ordered during phase 1. We retain access to most of the backfile from the date of first subscription to point of cancellation, so most of the titles are only activated from 2015 forward.

THE HOW

Service page

Authentication was a crucial element for us for several reasons.

We don't serve everyone on campus.

We wanted to limit to faculty (at least initially).

PIGGY BANK

Unmediating without authentication could bankrupt us.

THE HOW – Service Page

I worked with John Eisner, a member of the library's Operations Team, to develop this beta page. Authentication at IU is handled through the IU ADS (Active Directory Services) Domain. While the university has some already established ADS groups, there wasn't one for SoS faculty. John had to create a custom ADS group that he has to manage manually.

After clicking on continue, the user is directed to the CAS (Central Authentication Service) login page. If not authenticated against the ADS group, the request is directed to the ILL logon page for submission. If authenticated against the ADS group, the request is directed to...

THE HOW

Order page

The order page where the user can enter an email of his choosing, check the box agreeing to terms and conditions, and submit the request.

Following that, the user receives an order confirmation email at the address provided and another email with the PDF attached within 8 hours.

FEEDBACK

I created a feedback form to gather information and centralize troubleshooting, but we received very little feedback through this form because it wasn't convenient for faculty. Most faculty with problems chose to email me directly.

IMPLEMENTATION CHALLENGES

You may have already noticed that there were some challenges to implementing this pilot service and I'd like to talk a little more about this before sharing the results of the pilot.

HUMAN

- Lack of control
- Identifying collaborators (Collaborators and advocates)

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- Testy faculty – wasn't present for negotiations so wasn't certain what was promised

TECHNICAL

- Manual ADS group
- External systems (can't insert feedback link on GIN page)

TIME TO BUY

The results of the pilot

Sept. 2, 2014 – Feb. 28, 2015 (1st 6 months):

- 99 successful purchases
- 54 unique users (excluding me and John)
- \$29.38 average cost per article
- 2 hours 17 mins average delivery time

Less use than expected, but cancellations didn't go into effect until January 1.

THE USAGE

Use by Department

THE USAGE

Use by Subject

THE USAGE

Article Purchases by Publication Year

SURVEY

Partly because I received such little feedback, I created a survey for the 54 people who had purchased articles through the service. I sent survey on 4/13 followed by a reminder on 4/21. 17 people completed the survey for a response rate of 31%.

survey is also an education piece (i.e. ave. cost / article)

THE SURVEY RESULTS

Respondents by Department / Program

Though the response rate was only 31%, I managed to get a fairly representative group with all departments & programs represented despite 5 respondents neglecting to answer the question. PLUS an odd outlier from the History department (I have no idea).

THE SURVEY RESULTS

Did you receive documentation?

THE SURVEY RESULTS

Documentation clear?

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THE SURVEY RESULTS

The article I purchased was...

Reaction to the service was largely positive, but it looks like my bit of education may have hit home. There were some that didn't think the article they purchased was worth the cost. Yet two of three who felt that way, strongly agreed that they would have requested the article through ILL had the service not been available.

THE SURVEY RESULTS

Would request through ILL

THE SURVEY RESULTS

Will use in the future

THE SURVEY RESULTS

Would recommend to colleague

COST COMMENTS

PRAISE COMMENTS

MONEY

Difference in cost between subscriptions and AoD purchases 1/1/15 through 4/30/15

THE FUTURE IS NOW

Revising the service page

Find a way to better integrate feedback submission into natural purchase flow.

Planning how to roll out to additional faculty and what titles to activate when we do

- UITS creation of ADS group
- Titles cancelled since 2012 and those I have purchased from 3 or more times since implementing the mediated service

PHOTO CREDITS

QUESTIONS